

SPECIALISED PUBLIC RELATIONS

COURSE: SECOND

SEMESTER: SECOND

TYPE: BASIC FORMATION

CREDITS: 3

LANGUAGE: ENGLISH

SENIOR LECTURER: [MARTA MOLES](#)

OBJECTIVES:

1. Recognize the skills and abilities necessary to perform the public relations profession.
2. Understand the objectives and role of public relations in different areas.
3. Identify key audiences with which an organization should communicate.
4. Apply key public relations tools to communicate relevant information to the public and organizations.

COMPETENCIES:

BASIC

- **BC2** – That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

GENERAL

- **GC1** – Developing linguistic skills, needed to express adequately and convincingly in different situations of oral and written communication in English and the language of the community.

SPECIFIC

- **EC6** – Listening, negotiating, persuading and communicating effectively (orally and in writing), using the appropriate means of the business world, such as the preparation and presentation of reports on specific situations in the advertising field and Public Relations.

LEARNING OUTCOMES:

- **R1** – Applying and analysing the basic principles of Public Relations
- **R3** – Planning communication activities for different organizations: Public institutions, private companies, social organizations, political parties, the media, etc.
- **R4** – Analysing different audiences to address through Public Relations (external, internal, etc.)
- **R5** – Analysing necessary strategies and tools for the communication to reach success and objectives set by any organization.
- **R6** – Using necessary strategies and tools for the communication to reach success and objectives set by any organization.

CONTENTS:

1. INTRODUCTION TO CONTEMPORARY PUBLIC RELATIONS

- Meaning and scope of public relations
- The profession and the practice of public relations in different fields
- PR practitioners profile skills and abilities
- Ethics
- Professional associations

2. CORPORATE PUBLIC RELATIONS

- Key publics of the organizations
- The role of Corporate Public Relations
- Internal and external communication

- Communication plan.

3. EXTERNAL COMMUNICATION AND MEDIA RELATIONS

- Objectives of media relations
- Guidelines to effective media relations
- Generating media interest
- Media events
- Writing a press release

4. INTERNAL COMMUNICATION AND EMPLOYEE RELATIONS

- The role of employee communication
- The importance of employee communication
- The media of employee communication

5. PUBLIC RELATIONS IN THE SERVICE SECTOR

- Defining services
- Types of service providers
- Challenges of services communication
- PR in non-profit organizations

6. PUBLIC RELATIONS IN THE TOURISM AND TRAVEL INDUSTRY

- The industry scope
- The industry trends
- The industry challenges
- The role of public relations
- Communication tools and techniques

7. FINANCIAL RELATIONS

- Defining financial relations
- The role of financial relations
- The publics
- Communication strategies

EVALUATION SYSTEM:

There will be two exams for the theoretical part with a total value of 50% of the final mark. A final project, which will have a 30% value. The remaining 20% will be obtained from two individual activities. The teacher will also take into account the individual evolution of each student during the course.

- **25% Exam 1**
 - **25% Exam 2**
 - **30% Final team project**
 - **20% Individual activities**
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- In order to get the weighted average, the minimum mark of the exams during the continuous evaluation is 40.
 - Only partial exam failures can be overcome.
 - The activities and the team project failure may not be made up.
 - To avoid taking follow-up tests, the average grade of the partial exams should be 50 or higher
 - Example 1: partial exam 1 grade 40 + partial exam 2 grade 60 = average grade 50. The student passes the partial exams.
 - Example 2: partial exam 1 grade 40 + partial exam 2 grade 50 = average grade 45. The student fails and should sit again the first partial exam.
 - Example 3: partial exam 1 grade 40 + partial exam 2 grade 40 = average grade 40. The student fails and should sit again the first and second partial exams.
 - Example 4: average grade of the partial exams 40 + average grade of the activities 80 + team essay 70. The weighted average is not possible. Therefore, the student should sit follow-up tests for partial exams 1 and 2.
 - The student may fail a subject due to failed activities or not presented ones.
 - Example: average grade of the partial exam 50 + average grade of the activities 30 + team essay 50 = total grade 46. The student has failed.
 - In order to overcome a failed partial exam, the minimum grade of the follow-up tests should be 50 for each failed partial exam.

- If the follow-up tests are failed, the grade of the year will be the average taken from the follow-up tests.
- The teacher will take into account and evaluate the progression and continuous evaluation of the student to calculate his final grade.

METHODOLOGY:

This subject is on-site assistance and combines theoretical knowledge with practice. During the course of the subject, the teacher will present the contents of the program through the use of different learning methodologies and group training activities to complement and to put into practice the acquired knowledge. Students should also carry out individual activities in their own working time.

Moreover, during work hours, students will carry out a final essay of the subject by groups. For this purpose, they will have tutoring hours with the teacher in order to monitor and guide the project development.

Finally, it is recommended that students dedicate a few hours a week of personal work to this subject in order to consolidate the acquired knowledge in each topic. This personal work will consist of a review of the theoretical aspects dealt with in class, extending them with basic bibliography.

REFERENCE BOOK:

- Historia de la Publicidad. CHECA GODOY, ANTONIO. Editorial Netbiblo. Coruña. 2007. ISBN: 978-84-9745-180-2



COMPLEMENTARY BIBLIOGRAPHY:

- Eguizábal Maza, Raúl, Historia de la Publicidad, Ed. Fragua. Madrid 2011.

- Grunig, James y Hunt, Tod Dirección de Relaciones Públicas. Editorial Gestión. Barcelona 2007.
- Barquero Cabrero, José Daniel. Manual de Relaciones Públicas, Comunicación y Publicidad. Gestión 2000: Barcelona, 2005.
- Wilcox, Dennis L., Cameron Glen T. y Xifra J. Relaciones Públicas. Estrategias y Tácticas. Pearson Educación: Madrid, 2006.
- Aguadero, F. Relaciones Públicas y Comunicación: un enfoque estratégico. LID Editorial. México, 2013.